

## ABSTRACT

Method, product, and apparatus of operating one or more Web pages by email. One embodiment of the method includes sending a first Web page to a first email address via a computer network as a first email message. The sent first Web page may include one or more of links or forms for further interaction, and is in a format consistent with an email environment such that the Web page is directly operable in an email browser of the environment. A user receiving the first email containing the first Web page may respond by operating the received first Web page, and this response may lead to a second email message that includes a URL request or form data being sent by the user to a second email address via the computer network. The method further includes retrieving the second email message, interpreting the URL request or form data of the retrieved second email message, retrieving a second Web page from a Web server connected to the computer network in accordance with the interpreted URL request or form data, and transcoding the retrieved second Web page from a Web browser format to a third format consistent with one or more properties of a second email environment.